

#### LOCAL NEWS:

We have made a huge committment to local news on my AM station KQAD...My full-time News Director Matt Crosby reports the local news at 7:05am, 8:05am, 9:05am, 12:20pm & 5:30pm every Monday - Friday. We also have a local News cast on Saturday mornings at 7:05 & 8:05 and on Sunday mornings at 8:05. We also carry local news cast from smaller area towns outside our city of license. We broadcast a local news cast from one of our area news stringers at 9:20am and also at 9:40am.

We dedicate 30% of our daily programming to news.

We also enhance our local news coverage by putting what we are broadcasting over the air onto our website. New Director Matt Crosby updates our website daily with all the latest news information, along with pictures.

On a weekly bases we also have audio clips from our school Superintendant, our City Mayor, County Commissioner, Chamber of Commerce Director, along with many other people that are in our news locally.

On a regular bases we also broadcast regional news from the states of Minnesota, Iowa and South Dakota. We are located in the S.W. corner of Minnesota and we have listeners in all three states so we cover it best we can.

#### LOCAL PUBLIC AFFAIRS:

We have a daily progarm we call "Newsmakers", it airs each day at 10:30am and it is used to talk with people about things happening in our communities or it is used if someone has a concern they wish to discuss.

The week of November 8th, 2004 the entire week has been given to our local Lions Club to help promote what the Lions Club does in our community. We have set aside the entire week of November 8 - 12 as "Lions Radio Days" and we will have Lions Club members join us on the air each day from 8:30 to 11:00am promoting the Lions Club. We have assisted the Lions Club in raising over \$3,000 this year during Lions Radio Days.

We have also gotten involved with the Childrens Miracle Network where we have done a Radiothone to help raise money for CMN. We raised over \$17,000 during our first Radiothone and we will be doing another Radiothone in 2005.

#### PROGRAMMING:

We have gotten very involved with not only our High School in the town where we are located by broadcasting High Schools sports, we are also the station the smaller area towns look at to broadcast there school sports as well if we are able. We broadcast our local Football & Volleyball games in the Fall, we broadcast boys and girls Basketball and Hockey games in the winter, and we broadcast baseball in the spring. And when an are school makes it to the playoffs or state tournament we broadcast those games as well. My two full-time sports broadcasters do an excellent job and are the talk of the area as the best play-by-play people they've heard.

#### EMERGENCY PROGRAMMING:

We are very proud of our Weather coverage during severe weather, we always have people on hand to handle any severe weather that comes our way. We have cumputers in our studios so we can give up to

the minute accurate weather reports. We also use the AP Associated Press news and weather service.  
We also take part in all EAS and AMBER alerts.

#### POLITICAL PROGRAMMING:

My News Director Matt Crosby talks with and interviews local, regional and state candidates monthly and has the candidates on the air. We offer this to any candidate that chooses to go on the air and each candidate is offered the same amount of time to talk about issues he is concerned about. This is broadcast at 10:30am daily during our Newsmakers program.

#### STATIONS PARTICIPATION IN COMMUNITY ACTIVITIES:

"Lions Radio Days" - As described earlier

"Childrens Miracle Network" - As described earlier

"Red Arrow Fund Drive" - This is our local united way fund drive organization where we help raise money for over 23 organizations in our community.

We have several people on staff that are involved with local organizations or charities, like Rotary, Chamber of Commerce, Baseball Association, Hockey Association, Blue Mound Ice Arena, Optimist Club, Snowmasters Club, Pheasants Forever, Ducks Unlimited, Knights of Columbus, Mary Jane Brown Good Samaritan Board & Kiwanis. These are a few of the things that our employees are involved with outside of work.

We have also partnened up with area colleges and currently have an intern leadership program.